

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Ed Gee

DATE: October 30, 1992

FROM: Alejandro Lopez

SUBJECT: **Benson & Hedges Kings Research-\$42,000**

Project:

Attached for your approval is a Letter of Agreement between Perception Research Services, Inc. and Philip Morris to conduct a research program which will address the key areas of stopping power, brand registration, communication, product attributes, motivation and attitude change in three Benson & Hedges Kings outdoor billboard advertisements.

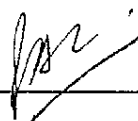
Budget:

The cost of conducting this research is \$42,000  $\pm$  10% and will be covered by the 1992 Consumer Research budget.

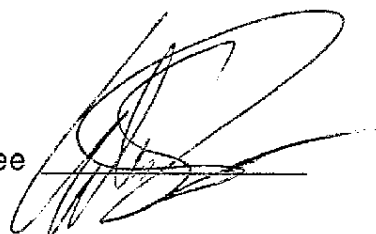
Competitive Bid:

Perception Research Services, Inc. was selected as the supplier for this project due to their expertise in this kind of research.

Alejandro Lopez



Ed Gee



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